

**CITY OF KINGMAN
MEETING OF THE
TOURISM DEVELOPMENT COMMISSION**

**Council Chambers
310 N. 4th Street
Kingman, Arizona**

7:30 a.m.

Special Meeting Minutes

Thursday September 17, 2015

Commissioners Present:	Staff:	Visitors Signing In:
Krystal Burge, Chair	Tina Moline, Finance Director	See Attached
Harley Pettit, Commissioner	John Dougherty, City Manager	
Theresa Evans, Commissioner	Sandi Fellows, Recording Secretary	
Herberta Schroeder, Commissioner		

SPECIAL MEETING MINUTES

CALL TO ORDER AND ROLL CALL: Chair Burge called the meeting to order at 7:30 AM., and the Recording Secretary called the roll. Vice-Chair Spear and Commissioners Baker and Patterson were excused. All other Commission members were present.

1. APPROVAL OF MINUTES:

The Regular Meeting Minutes of September 3, 2015 were not available.

2. CONSIDERATION OF PUBLIC COMMENTS:

There were no comments.

3. WELCOME NEW COMMISSIONERS THERESA EVANS AND HERBERTA HOLLY SCHROEDER:

Chair Burge welcomed new Commission members Theresa Evans and Herberta Schroeder, and thanked them for their willingness to participate on the Tourism Development Commission.

4. NEW BUSINESS:

A. CONSIDERATION OF A FUNDING REQUEST FOR THE 2ND ANNUAL RATTLER MOUNTAIN BIKE RACE:

Brian Zimmerman, representing the Colorado River Area Trail Alliance or (CRATA), addressed the Commission and stated that they will be hosting the 2nd annual Rattler Mountain Bike Race the third weekend in October. Mr. Zimmerman stated that mountain

biking is the fastest growing sport in the nation for numerous reasons, besides the obvious health benefits, such as the challenging terrain and the escape to beautiful places. He acknowledged that there are currently trails being utilized between Kingman and Golden Valley by Coyote Pass, and there are also usable trails in the Beale Springs and Badger Trail area.

Mr. Zimmerman noted that twenty-seven percent of adults in the mountain states ride bicycles. Prescott recently hosted the 12th annual Whiskey 50, a professional biking event, and this single event generated 1.5 million dollars in revenue to the city.

Mr. Zimmerman acknowledged that there are 2.3 million acres of land managed by the Bureau of Land Management (BLM) in the Kingman area, and there are already usable trails in the Cerbat Foothills. Mr. Zimmerman stated that Kingman could not only be a destination for world class events, but for year-round trail riding with our climate, especially in the winter when many trails in other areas are unusable.

The Colorado River Area Trail Alliance is collaborating with the City, County and State to improve the Cerbat Foothills Recreational Area trails, which currently connect to the BLM area trails. With the expertise of the BLM and the International Mountain Bike Association, who have designers who make sustainable and ecologically friendly trails, Kingman could be a destination for professional events. Mr. Zimmerman explained that they have already had about two dozen people camp out and work on the trails in the fall. CRATA is currently working with the City of Kingman to obtain Arizona State Park funding, as well as a survey team.

Mr. Zimmerman stated that they expect to have the trails complete by 2018 or earlier, if participation in the Rattler event continues to increase as it has the first two years. The first year the Rattler Mountain Bike race brought in 77 participants, and is planned to coincide with the “Chillin’ on Beale Street” event downtown, and the Bluegrass Festival at Stetsons Winery in Valle Vista. In the future, the start/finish line for the mountain bike race is planned to be located at the gateway arch proposed for Beale Street next to Locomotive Park.

When the trails are complete in 2018, then the plan is to pitch the event to a professional group, which would bring in sponsors like Nike and Toyota.

Chair Burge acknowledged that as the event grew, it should be self-sufficient and noted that the group planned to reinvest 90 percent of each year’s ending balance into the next year’s event.

Chair Burge asked how many participants in the biking event were from out of town. Mr. Zimmerman acknowledged that at least two-thirds were from other areas, and with a portion of the course taking place on Route 66, it was a draw for mountain bikers from Europe.

Commissioner Pettit made a MOTION to RECOMMEND FUNDING the Rattler Mountain Bike Race for \$4,000.00. Commissioner Schroeder SECONDED the MOTION, and the MOTION CARRIED with UNANIMOUS (4-0) APPROVAL, in favor of the motion.

B. CONSIDERATION OF A FUNDING REQUEST FOR JAMES HINCKLEY:

Jim Hinckley, author and spokesperson for Route 66, addressed the Commission and stated that he is hoping to obtain funding to offset the traveling costs he incurs while promoting Route 66 and Kingman, Arizona. Mr. Hinckley explained that he has done extensive traveling for this purpose, and has been doing it out-of-pocket, but in the upcoming 18 months, he would like to expand his promotion of Kingman.

Mr. Hinckley acknowledged that his first upcoming event is in Illinois, where he will attend a Route 66 Convention and will make a presentation about tourism opportunities here, and Route 66 developments in western Arizona, and has been asked to serve on the Route 66 Economic Development Committee as part of the event.

Chair Burge asked how many people Mr. Hinckley expected to speak with that would be interested in visiting Kingman. Mr. Hinckley acknowledged that it was difficult to quantify numbers, but when in Amsterdam last year, he spoke to 1,400 people and distributed material given to him by Josh Noble. As a result of this, Hop-a-Long Tours made a stop in Kingman with 85 people, who dined at Rednecks and Mr. D's, and the tour bus plans to stop again in November with at least 105 guests. In 2016 Mr. Hinckley plans to attend Europe's first Route 66 Festival, where he has been asked to set up an information center on Route 66.

Chair Burge noted that the Tourism Development Commission distributes seed money to various organizations to allow them to promote activities that bring visitors to our community. She stated that the TDC provides Josh Nobel's organization with funding that would be more suited to this request. Chair Burge acknowledged that Josh also could provide Mr. Hinckley with pamphlets and brochures on Kingman and Route 66 that could be distributed at the events. There are also additional sponsors that will supply their own information and in turn, they will fund up to 25 percent of expenses incurred. Chair Burge asked if this would be acceptable to Mr. Hinckley. Mr. Hinckley replied that it would be fine.

Chair Burge went on to state that with Mr. Hinckley also promoting his book during the events, additional background to see the breakdown of expenses incurred, and portions paid by whom would be requested. Mr. Hinckley said that he could provide the information.

Commissioner Pettit made a MOTION to RECOMMEND DENIAL of the funding request for Jim Hinckley, with different avenues for funding suggested. The MOTION was SECONDED by Commissioner Evans, and carried UNANIMOUSLY (4-0) in favor of the motion.

Commission members thanked Mr. Hinckley for all of the time and effort he puts forth to promote the community, and noted that it was much appreciated.

5. ANNOUNCEMENTS BY COMMISSIONERS –

Commissioner Pettit stated that the “Best of the West” Festival was taking place September 25th through 27th, and would include the Andy Devine Day’s Parade and rodeo, as well as various car shows and other events.

Commissioner Pettit made a MOTION to ADJOURN. The MOTION was SECONDED by Commissioner Evans, and the MOTION carried UNANIMOUSLY (4-0). Chair Burge declared the meeting adjourned at 8:27:20 AM.

6. ADJOURNMENT 8:27:20 AM

APPROVED:

Kristal Burge
TDC Chairperson

STATE OF ARIZONA)
COUNTY OF MOHAVE) ss:
CITY OF KINGMAN)

CERTIFICATE OF TDC MINUTES

I, Sandi Fellows, Recording Secretary of the City of Kingman, Arizona, hereby certify that the foregoing Minutes are a true and correct copy of the Special Meeting Minutes of the Tourism Development Commission held on September 17, 2015.

Dated this 8th day of October, 2015.